



We are looking forward to having you a part of the upcoming prosper show! Please review this document thoroughly for next steps and details for Prosper Show, taking place March 4-6, 2024 at the Mandalay Bay Resort and Casino.

Speaker Checklist

- 1) **Submit your session materials by January 15** through the form [here](#). Please review the Presentation Guidelines as you prepare your content for the event.
 - Session Outline (**required**) [Download Template](#) | [See Section](#)
 - PowerPoint Deck [Download Templates](#) | [See Section](#)
- 2) **Book your flight and submit your hotel request by January 15** | [See Section](#)
 - Hotel confirmations will be emailed to you by **February 26**.
- 3) **Review the on-site setup** and instructions | [See Section](#)
- 4) **Promote your session** | [See Section](#)
 - Submit a Teaser Article through the form [here](#) | [See Section](#)
- 5) **Sign the Speaker Agreement** (this will be emailed to you via DocuSign)
- 6) **Participate in our speaker prep opportunities**
 - Join the Speaker Webinar Series and Office Hours | *More information coming soon!*
 - Work 1:1 with a member of the Prosper Show Advisory Council as you develop your presentation

Presentation Guidelines & Requirements

All speakers are asked to continue our shared quest for quality of both content and delivery of sessions. Remember that this is a learning experience. Even if you are a seasoned trainer or facilitator, spend some time researching and practicing some of the key strategies for facilitating learning.

Please note that your slides and any supplemental materials will be provided electronically via the event app. Your cooperation in providing these by the deadline is essential.

Please thoroughly review our Presentation Guidelines and ensure your presentation aligns with the educational requirements. Your presentation should:

- **Be non-promotional and strictly educational.** Company or product-related content is not permitted. All presentation content and materials, including talking points, visuals, audio, etc. should be educational. Please **do not include any logos or screenshots** in your PowerPoint.
- **Provide action-focused takeaways** (avoid high-level overviews) and a clear road map for attendees to immediately apply new strategies/insights to their businesses. Sessions should be “how-to” oriented (and not focused on “why”). Your primary goal should be the attendee's learning experience rather than a showcase for your ideas, products, and services. You will gain exposure for those things by providing something tangible for participants to take away.
- **Be new** (presented for the first time at Prosper Show 2024). If your session has been presented before, please notify Speak@ProsperShow.com.
- **Match the session information** (title, description, speaker, etc.) that was approved. Session content cannot be revised without approval from the Prosper Conference team.

- **Be high quality, of both content and delivery.** How you plan to deliver the content is just as important as the content itself. Design interactive ways to engage with the participants and have them engage with each other within the conference session framework.
- **Align with other guidelines and instructions** as detailed throughout this document

Action-Focused Takeaways

The reason Prosper Show puts so much emphasis on how you write your takeaways/learning objectives is to strongly encourage you to think deeply about the session you are delivering. Prosper Show sessions are top of-the-line in terms of content, delivery, and applicability for the learner. **Session participants evaluate sessions positively or negatively according to how much they can use the information in their businesses.** If you follow the tips below for writing your learning objectives and develop your session accordingly, you will have a premier presentation! Your learning objectives help participants select sessions that are relevant to their needs.

1. Limit learning objectives to three which answer one or both of these questions:
 - **How will the participants be able to take action on the information from your session back to their job?**
 - **What results will they be able to produce because they came to your session?**
2. To make learning objectives application-focused begin your objective with action words like ***apply, analyze, develop, examine, assess, and evaluate.***
 - Avoid using these words: identify, explore, discuss, or describe. Go for a deeper skill level. For example:
 - Correct: ***Apply*** the five-step communication model in your organization.
 - Incorrect: ***Discuss*** a five-step communication model.
3. Avoid passive words like ***learn, understand, and know*** and extra words like ***learn creative techniques to design*** or ***determine how to analyze.*** Go right to the action word: **Design, Analyze,** etc. for the lead in. For example:
 - Correct: **Design** creative learning experiences.
 - Incorrect: ***Learn*** creative techniques to design learning experiences.
4. Make sure that your objectives are achievable. What will they really be able to do as a result of attending your session?

Session Outline

Prosper and our Advisory Council will review your session content and methodology to ensure it aligns with the approved session description and educational skill level. The outline is for ***internal use only*** so please be as detailed as possible!

Download and complete the Prosper **Session Outline template** to build your session and **submit your file** by **January 15**. Your outline should clearly overview the actionable strategies/insights that attendees will be able to implement as a result of attending your session.

Presentation Deck

Please download the [Prosper Show PowerPoint templates](#) (required) and [submit your file](#) by **January 15**. Prosper will review the presentation and may request revisions if the content does not follow the event policies and educational/brand standards. **All content (talking points, videos, slides, etc.) must be strictly educational and exclude company/product/services (i.e. no logos, software screen captures, etc.).**

Please follow these guidelines:

- Use an average of 20 to 40 slides that reinforce what you're teaching
- Videos must be downloaded and embedded (internet is not available in session rooms)
- Be specific in your presentation – attendees are looking for clear, actionable takeaways
- Provide useful and actionable 'how-to' information attendees can implement immediately
- Avoid long introductions (they take too much time away from the presentation)
- Do not include hi-res images
- Focus on the **'how-to'** behind a strategy rather than **'why'**
- End your presentation by highlighting your action-focused takeaways

All PowerPoint presentations will be **pre-loaded onto the laptop** provided in your session room, as well as in the event app for attendees to view.

You may not show any additional videos or content, or change your presentation in any way once it has been submitted and approved.

Prosper will include a closing slide in your presentation which will direct attendees to leave their feedback on your presentation. Please encourage attendees to leave their feedback at the end of your session, as it is critical to the continued improvement of the Prosper Show!

PRESENTATION DOS AND DON'TS

Below are the dos and don'ts to ensure you look professional and attendees get the most out of your presentation.

DO:

- Use the [PowerPoint template](#) provided by Prosper Show
- Aim for the 5 X 5 rule. If needed, split information onto two or more slides.
 - 5 words to a line
 - 5 lines to a page (plus header)
- Use the typeface in the template.
- Use the appropriate font size:
 - Headlines - 32 point font or bigger
 - First bullets - 28 point font or bigger
 - Second bullets - 24 point font or bigger
- **Write action-focused learning objectives ([see section](#))**
- Allow for 10 minutes for questions from the audience at the end of the session. Sessions must end on time and attendees will have questions, so please plan accordingly.
- Remind attendees that all sessions will be recorded and shared in the event app post-show.

DON'T:

- **Make sales pitches!**

Our audience is very sensitive to promotional content. **Do not use any company logos or screenshots** anywhere in the presentation. If attendees find your content is educational and valuable to their businesses, they will naturally reach out to you directly.

*** Please note:** Prosper will review all content, both pre- and post-show, and if it is found to be promotional this **will prohibit you from speaking at future Prosper events.**

- Use colors that clash or create optical or busy/blurry graphic backgrounds.
- Use too many slides for the length of your presentation.
- Read directly from your slides. If your slides have your entire talk on them, then they are too detailed.
- Allow your presentation to run longer than the time allocated. Please practice your presentation to the point that you are very comfortable presenting it and ensure that it fulfills the allotted time as listed on the agenda. Remember to ensure that there is time at the end of your presentation for any Q&A.

On-Site Materials Needed

A/V Setup in Session Room: Session rooms will have a lavalier/handheld and/or a podium microphone (unless the room is small enough that mics are not needed). There will be a projector and screen(s), and an HDMI and/or VGA cable that connects to the laptop for that session room. An audio cable will also be in each room.

Please arrive 10 minutes before the start of your session. Prosper staff and AV technicians will be floating between the session rooms for assistance.

*** Please note:** 1) Prosper Show cannot accommodate requests for additional mics or other A/V equipment. 2) Any video content must be embedded into your presentation deck and submitted to Prosper separately as a back-up file. Wi-Fi will NOT be available in the meeting rooms.

All presentations will be recorded and shared with attendees post-show in the event app.

Event Registration & Access

Speakers will receive the following:

- **Complimentary speaker badge** – an all-access pass that includes conference sessions, Prosper Social on March 5, networking meals, and the expo hall. Prosper will register you prior to the event and you will pick up your badge on-site in the speaker ready room (**Shell Seekers**, North Convention Center).

Any additional passes for colleagues/employees/spouses must be purchased at the current registration rate for non-speaker attendees.

- **Hotel arrangements.** Please [use this form](#) to complete your hotel room request by January 15 for a room within our hotel block. Prosper will apply the number of nights agreed upon in your contract to your stay (including taxes and resort fees).

After we receive your request and your reservation is made, you will receive an email acknowledgment with your confirmation within two weeks prior to the show date. Upon your check-in at the hotel, you will need to include a credit card upon arrival to cover the cost of any incidentals or any additional nights you may want to stay.

***Please note:** If you need to make changes to your hotel booking for any reason, including travel delays, please contact antoINETte.ward@emeralDx.com

- **Airfare accommodations** are covered up to \$500 (USD) for domestic flight expenses and up to \$750 (USD) if traveling outside U.S. or Canada. Please contact our travel partner, [Travel Edge](#), to secure your flight. Be sure to tell them you are with the 2024 Prosper Show.

Although we highly encourage you to utilize Travel Edge to secure your flight, if you book your flight on your own and require reimbursement, you must sign the speaker agreement and submit the W9 and bank form in order to be reimbursed. Submit a PDF of your airfare receipt within fifteen (15) days of the last day of Prosper Show (by March 21) to Alexis Jennings alexis.jennings@emeralDx.com.

- **Access to the event app** with resources and networking tools. You will receive more information on how to access the platform once it has opened (expected to launch early February).

Promote Your Session

Create a buzz about your session and invite others to join you at Prosper Show! As a speaker at the event, you have access to several tools to promote your participation and grow your network.

- **Speaker Media Kit** to help you share with your networks (*coming soon!*)
- Here is your speaker discount code to use when promoting the event: **SANAR1100OFFSPEAK** – This code will offer your contacts **\$100 off a Seller All Access** pass (not valid for Expo Hall Only or Conference passes).
- We will be sending out an email with access to your customized promotional graphics to share on social media. (*coming soon!*)

Prosper Social Media Page Links:

- Facebook: [TheProsperShow](#)
 - Twitter: [@ProsperShow](#)
 - Instagram: [@theprospershow](#)
 - LinkedIn: [prosper-show](#)
- Event Hashtag:** #Prosper24

Participate in our content opportunities! We have additional content opportunities that can generate exposure for you.

Submit a teaser article: Presenters are asked to submit a teaser article (a how-to article written by the presenter on the topic he/she will be speaking about at the conference). Published teaser articles are used to promote the speaker's session. Prosper will add text to the bottom of the article, mentioning and linking to the session information. Teaser articles will be reviewed and may be selected for publishing. Teaser articles may be published on Prosper's blog, newsletter, or other media properties.

Teaser Article Guidelines:

- Between 700-1,200 words
- Write from an objective viewpoint and provide valuable insight and actionable tips
- Articles should be exclusive to Prosper and not published anywhere else

Speaker FAQs

1. **What is the session format/time length?** Speakers are asked to tailor their presentation so that it does not run short of or past the allotted time. Please practice your presentation to the point that you are very comfortable presenting it and ensure that it fulfills the allotted time as listed on the agenda.
2. **How can I share my PowerPoint deck with attendees after my presentation?** Prosper will make PowerPoint presentations and session recordings available for attendees to view in the event app.
3. **How do I get registered?** Don't worry about waiting in line at registration! Prosper will register you prior to the event, and you will pickup your badge when you arrive on-site in the speaker ready room (Shell Seekers).
4. **What if I need to change my hotel reservation?** Please do not contact the hotel directly. Reach out to Toni Ward at antoINETte.ward@emeraldx.com if you require any changes to your hotel reservation.

General Event Information

- **Event Dates:** March 4-6, 2024
- **Venue:** [Mandalay Bay Resort and Casino](#)
- **Hotel Accommodations:** Please use [this form](#) to complete your hotel room request for a room within our block ([see section](#)) by January 15. If you have any additional questions, please contact Toni Ward at antoINETte.ward@emeraldx.com
- **Important Event Links:** [Agenda Summary](#) | [Hotel/Venue](#)

Have a Question? For questions about presenting, please email Speak@ProsperShow.com.

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